



Design Directions

Green is the way to go in 2008!

March 2008

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Welcome to the first exciting issue of Design Directions. I will be publishing this newsletter quarterly to keep you in touch with the latest news with both Avalon Interiors and the design industry. If there are any topics or trends you would like to read more about, or have heard of a new and interesting product you'd like to share with all my readers, please feel free to contact me at Tracy@AvalonInteriors.com and I'll respond in a future issue.

Looking forward to hearing from you and keeping you up to date on the latest happenings in the design world,

Kind regards,
Tracy Kundell,
President,
Avalon Interiors

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Watch Tracy on the Food Network



Catch Tracy in action as she transforms a Toronto restaurant into a fabulous Somalian destination on the Food Network Television. See how she also takes an out of date bar and gives it a much needed facelift, changing it into a hip resto-lounge that captures the heart of its new owner.

The Avalon Attic

From time to time, Avalon Interiors are commissioned to sell excellent objects d'art, fine furnishings, paintings, etc., which we will highlight on our website. This month we are offering exquisite paintings and original artwork for the discerning palette. Click here to view what the Avalon Attic currently has in stock. [The Avalon Attic](#)



Avalon Advances

Avalon Interiors is proud to announce that we now accept Visa & MasterCard to better serve our valued clients. Please note that a surcharge of 3% on all purchase transactions will apply.



Avalon is growing again.

Be sure to check here in our next issue to learn more about the latest designer joining the Avalon team!



Going Green: Trends for 2008

Green Comes to Canada

The Canada Green Building Council is introducing a rigorous new green home certification program based upon the U.S. Pilot project LEED (Leadership in Energy and Environmental Design).

The LEED program has come to Canada in stages, with commercial, institutional, industrial and multi-unit residential certification already in place. Special emphasis is put into place by awarding points for environmentally sound practices in water management, construction waste management, the use of enviro-friendly materials, indoor air quality and sustainable building sites. Four levels of certification - certified, silver, gold and platinum.

LEED buildings go beyond energy efficiency to award points for water management, construction waste management, enviro-friendly materials, indoor air quality and sustainable building sites. There are four levels of certification -- certified, silver, gold and platinum.

By installing environmentally conscious systems such as solar thermal panels for hot water, photovoltaic panels for electricity generation, insulated-concrete form foundation and walls, rainwater collection, and native plants in the landscaping around the home, the benefits to the environment are significant.

"Green" and "Recycled"

These are the 2 most popular buzzwords being bantered about in the design industry. Many manufacturers are scrambling to come up with eco-friendly products in order to satisfy today's savvy consumer. Trends have moved away from just looking at alternate wood sources such as cork and bamboo, and are coming up with new and improved wood replacements such as abaca. Abaca, another member of the 'hard' fiber group, is a type of hemp plant native to the Philippines, and is very eco-friendly resource for furniture manufacturers. Keep an eye out for new and innovative products in the marketplace this year.

What will the top color trends be in 2008? What's driving those trends?

According to Color Marketing Group, the leading international association of color design professionals, genuine concern for the environment remains the strongest influence on the colors we'll see and buy next year. Here's a sample of what's showing up on the palette for this year.

Looking "Green"

People want things they wear and things they use now to look "green," no matter what color they are. In 2008, looking stylish means looking natural. Materials will look hand-made, un-dyed and unbleached. Products will look more like what they're actually made of, with lots of texture and all the natural imperfections proudly showing through. The popular colors this year will be off-whites, rock and soil colors, brownish-greens - all the colors of a natural environment are seriously fashionable this year.

Listen to the Blues

Blue has always been a popular choice and in 2008 even more so, as it reminds all of us of the colors of the sky and clean water - very eco friendly. Blue is going to remain a predominant decorating color and watch for varying shades of this calm color to show up in newly designed kitchens as well as bedrooms. Next year, I expect blue to take on a new look, so keep an eye out for darker, more rich shades of navy to make its appearance in decorating. Navy blue could very well become the 'new' black.

Metallic's Shine

Let the shine in! Brushed chrome, pewter and nickel have been steady dazzlers for a few years now, and will continue to be the finish of choice for 2008. We're going to see a whole new palette of metallics hit the marketplace at the end of the year, when warmer shades of copper and bronze-like tones will come into play in decorating trends.

Exciting Ethnic's

Those exotic red tones and vibrant oranges that herald from China and Latin America, are going to be joined by the addition of the more subtle shades of rosy pinks, sunflower yellows, and soothing shades of aquamarine this year. They're already showing up as accent colors to add some 'zing' to hotel lobbies, retro-restaurants and in certain retail environments, so be on the lookout for these dazzling colors to make their way into the home decorating market.

Through furniture and furnishings exhibits such as The Canadian Home Furnishings Market, Canadian International Gift Show, IDEX and the Interior Design Show, I have access to all the creativity from many countries all under one roof. Besides diversity of selection, I also have the chance to check on the pulse of the many design concerns and issues facing my clients today. So stay tuned for future trend worthy updates.

Consider going 'green' today! Thanks for taking time out of your busy day to read our newsletter.

Here's to an early spring!

Tracy Kundell,
Avalon Interiors
"Building Your Vision Better Than Imagined"

Contact Info

Designer Tracy Kundell
tel.905-889-0763 cell. 416-451-4905 e-mail tracy@avaloninteriors.com

Upcoming Events

International Home Show - [March 6-9th International Centre](#)

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